

**WE'RE CHANGING
THE FACE OF
HOME
ENTERTAINMENT.**



THE NINTENDO ENTERTAINMENT SYSTEM.

THE FIRST TO MOVE VIDEO ACTION OFF THE SCREEN.



Home video entertainment is about to enter a whole new fascinating dimension.

Introducing The Nintendo® Entertainment System—fully equipped with the most progressive video components ever developed—including a robot, a light sensing video gun, true-to-life graphics and a vast library of games that never stops growing.

And when the name of the game is video entertainment, we know more about advancing its technology than anyone else. Fact is, Nintendo is the world's leading electronic game manufacturer.

IT'S NOT JUST KID STUFF. IT'S FAMILY STUFF TOO.

At Nintendo, we're a proponent of the theory that says video entertainment should be for everyone.

Which is why the Nintendo Entertainment System is the one video system that's both simple and sophisticated enough to challenge the abilities of everyone in your family. What's more, many Nintendo Game Paks allow

two members of the family to play simultaneously. And at many different levels.

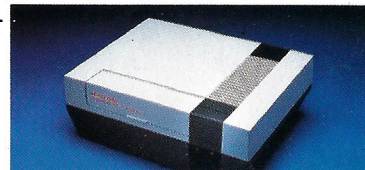
NINTENDO'S CONTROL DECK. THE BRAINS BEHIND THE SYSTEM.

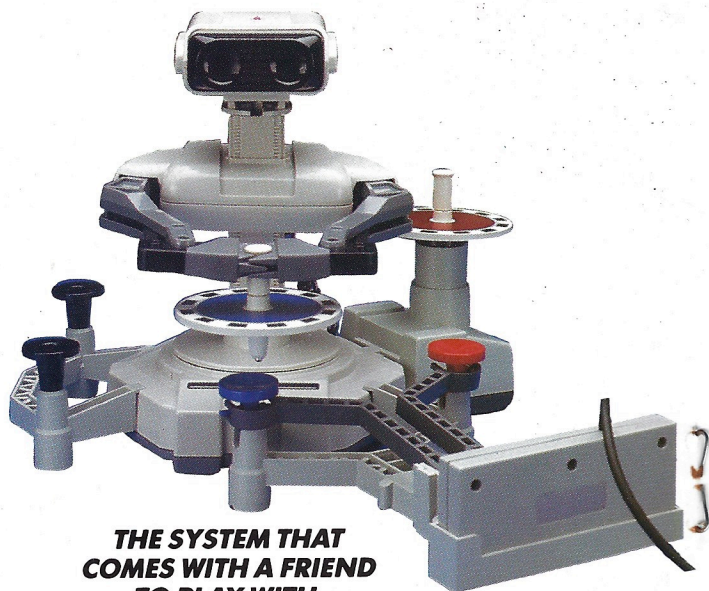
Inside the Nintendo Control Deck are two microchips. Not just chips off the old block, mind you. It takes more than standard microchips to run R.O.B., activate The Zapper™ gun and to display such realistic graphics.

That's the reason Nintendo pioneered and developed two highly unique microchips to run this system. You won't find microchips like these anywhere else.

Outside the Nintendo Control Deck is a front loading system that takes a load off your mind when it comes to fast and easy loading and unloading of Game Paks.

Once you see for yourself how efficiently the system works, you'll see why it takes brains to be the brains behind the system.





**THE SYSTEM THAT
COMES WITH A FRIEND
TO PLAY WITH.**

When you buy our entertainment system you get a buddy to play with. His name is R.O.B. (Robotic Operating Buddy).

He's your teammate. Send him signals by way of the TV screen and he will obey your every command. Together you can tackle the video challenge at hand. It's the first opportunity to experience video action in a whole new dimension, in a whole new place—off the screen.



**THE LIGHT GUN THAT'S
LOADED WITH THRILLS.**

Through our breakthrough light sensing technology, we've created an exclusive light gun. The Zapper. Never before has there been a video gun of this caliber.

For fast paced game playing, it's heavy artillery. To use it, you have to be a very sharp sharpshooter. In fact, you must possess pin-point accuracy to hit your target, whether you're shooting at ducks or gangsters.

But hit or miss, The Zapper is always loaded with thrills.

NOW THE EYES HAVE IT. SUPERIOR GRAPHICS.

Everybody promised you arcade graphics. We deliver. Nintendo graphics are perfectly equal to arcade graphics.

So finally, superior graphics live up to your imagination. Instead of seeing 16 colors on the screen, The Nintendo System offers an astounding 52 colors, an enhancement that results in brilliant tone refinements, realistic 3-D images, convincing depth of field and actual shadows.

So when you play a Nintendo game, get ready to do some incredible sightseeing.



GAMES, GAMES, GAMES, AND MORE GAMES.

Our game plan is to supply you with as many arresting games as possible. Then we'll supply you with even more games.

We already have a library of seventeen games. Starting in January, ten more games are scheduled to be released.

Choose from our authentic Sports Series, high flying Action Series, R.O.B. the Robot Series, Light Gun Series and more.

There's even our revolutionary Programmable Series that lets you program games yourself, by varying obstacles and changing the sequence of events. So a game is never played the same way twice. And you control the level of challenge.

All told, you'll never run out of games to play. And you'll never run out of fun and excitement.



**YOU'LL USE IT NOW. YOU'LL USE IT LATER.
YOU'LL USE IT MUCH LATER.**

We've spent a lot of time and research developing a system that would last for years. That's why we'll constantly be creating new components and new games to keep the thrill of the Nintendo Entertainment System growing.

And that's also why, as years go by, you'll be as wide-eyed about the System as you were the day you bought it.

THE SIGHTS. THE SO IT'S ALL PART OF NINTENDO'S OF ACTION-PAC

UNDS. THE ACTION. EVER-EXPANDING LIBRARY KED GAME PAKS.



GYROMITE
(included with system)



DUCK HUNT
(included with system)



EXCITEBIKE



GOLF

ROBOT SERIES

The action comes off the screen when R.O.B. becomes your playing partner.

Gyromite™
Stack-up™

LIGHT GUN SERIES

Take aim, fire and score! With Light Gun Game Paks that are light years ahead of anything you've ever played.

Duck Hunt™
Hogan's Alley™
Wild Gunman™

PROGRAMMABLE SERIES

For once, you can design a game so it's never the same game twice.

Excitebike™
Mach Rider™
Wrecking Crew™

SPORTS SERIES

You'd have to play on a course, a diamond or a field to play games more realistic.

Golf
Baseball
Soccer
Tennis
10-Yard Fight

© Irem Corp. 1983, 1985

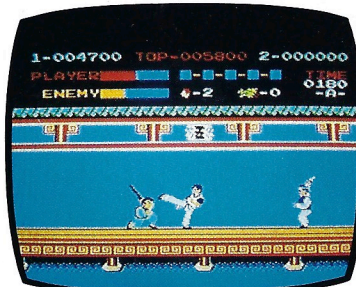
ACTION SERIES

Here's game pak action that doesn't stop until you do.

Kung Fu

© Irem Corp. 1984
Balloon Fight™
Clu Clu Land™
Helifighter™
Ice Climber™
Pinball

Super Mario Bros.™
Urban Champion™



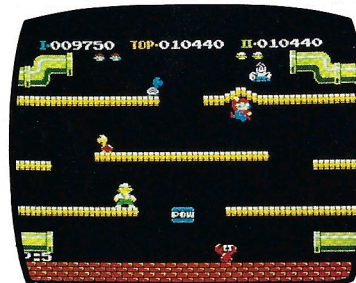
KUNG FU

ARCADE CLASSICS SERIES

Now you can play the most popular arcade games right at home.

Mario Bros.®
Donkey Kong®
Donkey Kong Jr.®
Donkey Kong 3®
Popeye

© 1982 King Features Syndicate, Inc.)

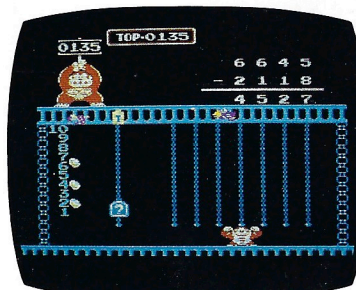


MARIO BROS.

EDUCATION SERIES

Learning is fun when you make a game of it.

Donkey Kong Jr.® Math



DONKEY KONG JR. MATH

AND MORE GAMES ON THE WAY!

This is just a sampling of the Game Paks available now through your Nintendo dealer. There's an even wider selection of Game Paks scheduled to be released during the coming year. All of them guaranteed to challenge and entertain the entire family.

YOU'VE GOT OUR GUARANTEE ON IT.

Behind every Nintendo Game Pak and accessory there's our Quality Seal guarantee. Look for it. It represents Nintendo's commitment to bringing you only the highest quality products. Items not carrying this

seal have not been approved by Nintendo, and are not guaranteed to meet our standards of excellence in workmanship, reliability and most of all, entertainment value.

For more information, talk to your authorized Nintendo dealer. He'll be happy to tell you all about the Video System that's changing the face of home entertainment.

Not all games are available immediately. Look for them soon at a store near you.



Nintendo

ENTERTAINMENT SYSTEM

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